

Brooke Van Baush - #1

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Blind Spot

Word Count: 641

1. The documentary Blind Spot, directed by Adolfo Doring, was released in 2008.
2. Blind Spot depicts our world's current energy crisis, specifically petroleum, illustrating the role humans play in the type of future we might encounter should we continue to deplete and exploit our non-renewable resources to the point of extinction.
3. The argument was primarily made through statistics, as well as persuasive foretelling of the future based on past events. For example, at the beginning of the film, a commercial for Shell oil was played dating from the early 1900's. Throughout the film we see the rise in use of petroleum through the industrial revolution to our current use. Attention is drawn to the fact that oil is used in literally every aspect of our life as quoted by Lester Brown, "The principle concern here is that we're not really prepared for declining oil production.
4. Media is a primary sustainability issue in the movie Blind Spot. Commercials romanticizing the use of petroleum such as in the commercial alluding to "oil for Aladdin's lamp", portray oil as a magical energy supply everyone should be striving to obtain. From this advertisement in the early 1900's to the advertisements today claiming "sustainability", there are major discrepancies with the media and sustainability. Another issue spotted from Blind Spot was technological issues. "The machine age, which has given us a matchless standard of living, would never have been possible without oil." This quote has led our society to the current habits, mindset, and standards of living that we have now, propelling the need to continue to supply us with unsustainable technology and therefore offsetting our economy negatively.
5. I found the film most compelling when prediction of the future were made. Consequences of unsustainable building behavior are not seen immediately and therefore prevent people from making any sort of change, so creating an image of consequences helps the population see the need for change.
6. The film appeals to the emotions when speaking about the future and the types of lives we're creating for our future generations. Moments when the narrator says, "What if all the expectations you have about the future are completely wrong?" hit deep because it's such a simple question with an extremely difficult answer. When people think of the future they like to think of hover cars, jet packs, etc. All of these "futuristic technologies" will only expend an exponential amount of energy if we continue to use oil as our main source.
7. The film relies more on science than emotion. Science is used primarily through the statistics given showing the change in oil consumption from the mid-1900s to 2008. These statistics and scientific facts are used to help paint a picture of the future in hopes of appealing to the emotional side of the viewer as well.
8. Blind Spot wants people to be aware more than anything. I think awareness is the biggest problem advocates of sustainability really face. Of course, with awareness comes action and consciousness. Once people are aware of the future we face, we can hopefully all make a conscious effort to refrain from the use of oil and gear our attention more towards renewable resources.
9. I think the movie, Blind Spot, could have spoken a little more about solar power and how this source of energy can fuel our electricity. Even now, we have electrical cars but where is the electricity coming

from? Non-sustainable power plants. Sustainable measures need to be looked at more closely, rather than just being taken at face value as they generally are. Additionally, biking and walking are always fantastic options to help with oil consumption that could have been emphasized.

10. The target audience of this film was for the general community. Facts and examples were made in an effort to change people's every day activities.